**Persuasion and Argument**

**Structure, audience and purpose**

1. What is the purpose of the piece of the writing?
2. Has the writer adopted a one-sided viewpoint or do they look at both sides of the issue?
3. Who do you think is the intended audience and why?
4. How would you describe the tone of the writing?
5. Look at the opening sentence and paragraph. Has the writer used a specific technique (rhetorical question, imagery etc.) to gain your attention? What is the technique and how effective to you think it is?
6. Look at each paragraph. Jot down a suitable topic heading for each paragraph. Look at how the argument/opinion is progressed. Does the writer do anything unusual or unexpected? For example, do they lead you to believe they have one opinion, but then show that, in fact, they hold the opposite opinion?
7. Look at the connectives (linking words and phrases) used. Jot them down – how do they progress the argument?
8. Look at the sentence types. Have a variety been used and to what effect?
9. Look at the last paragraph and sentence. Does it clearly show you that the argument is coming to an end? Has the writer used any particular techniques here?
10. Does the end of the piece of writing link back to the opening in any way? Is there a repetition of words or ideas to ‘round off’ their comments appropriately?
11. Has the writer’s argument persuaded you to re-think your own attitude about the topic, or affected you in any way? If so, how?

Make a note of any other features the writer has used that you think are particularly successful and that you will try to use yourself: